

General Visitor Questionnaire

Thank you for your willingness to participate in our visitor survey. Your answers to the following questions will be held in confidence, only summary statistics will be released.

1. Did you visit our area during the past 12 months? Yes ☐ No ☐

If so, how many times? _____ If not, please return the form with only the "No" box checked above to the address at the end of the questionnaire. Thanks!

Please answer the following questions about your *most recent* visit to (name of town).

2. When was your last visit to our area? Please check one only.

Spring ☐ Summer ☐ Fall ☐ Winter ☐

What was the specific month? _____

3. What was the main purpose of your visit? Please check only one

☐ Pleasure/vacation (but not visiting friends or relatives)
☐ Visiting friends and relatives
☐ Attending a conference or meeting only
☐ Combined conference or meeting with visiting friends or vacation
☐ Business other than conference or meeting only
☐ Combined business trip with visiting friends or vacation
☐ Other (Please specify) _____

4. How long ago did you make the decision to visit?

☐ Less than 1 week ago ☐ 1-2 Weeks ago ☐ 2 weeks - 1 Month ago

☐ Longer (please specify) _____

5. What was your main mode of transportation?

☐ Personal Vehicle ☐ Rental Car ☐ Train ☐ Bus ☐ Airline
☐ Other _____

6. How many days and nights did you stay in our area?

_____ Days _____ Nights

7. If you stayed overnight, did you stay

☐ In a motel/hotel or bed & breakfast?

☐ With friends/relatives?

☐ Other (please specify) _____

8. Approximately how much money did you spend during your visit to our area? Please exclude transportation costs to and from.

In total I, and members of my party, spent approximately \$_____.

9. Indicate the approximate breakdown of your total spending please:

Lodging..... \$_____

Restaurants/meals..... \$_____

Tourism attractions/entertainment/recreation..... \$_____

Retail stores..... \$_____

Gas and auto service..... \$_____

Local transportation/taxicabs/car rental..... \$_____

Other (please specify)..... \$_____

10. The expenses in the last two questions were for how many persons?

_____ Adults plus _____ children (less than 18 years old)

11. What three things did you like **most** about your visit here?

1. _____

2. _____

3. _____

12. What three things did you like **least** about your visit here?

1. _____

2. _____

3. _____

For classification purposes, your answers to the following questions would also be much appreciated:

13. Your approximate household annual income before taxes

_____ Less than \$25,000
_____ \$25,000 to \$50,000
_____ \$50,000 to \$75,000
_____ \$75,000 to \$100,000
_____ \$100,000 +

14. Your approximate age category

_____ Under 25	_____ 45 to 55
_____ 25 to 35	_____ 55 to 65
_____ 35 to 45	_____ over 65

15. Please give us the name of the lodging facility (if any) where you stayed. _____

16. If you attended a conference or meeting, please identify it by name

17. In which city and state do you currently reside? (Please give us your zip code):

City: _____ State: _____ Zip Code: _____

Thank you again for your cooperation! Please return the form to:

Your organization name and address